

## UNITED KINGDOM

### Services Provided:

Maintain Florida Keys Dedicated Phone Line  
 Answer calls from consumers and trade professionals  
 Arrange fulfillment through fulfillment house  
 Conduct sales calls on behalf of destination  
 Act as a resource by providing support for trade professionals  
 Liaise with FLAUSA office in UK  
 Liaise with McCluskey & Associates Public Relations  
 Advise TDC and advertising agency on UK market trends & issues  
 Monthly Sales Report  
 Maintain strong alliance with Visit USA Association  
 Personnel, administration, office facilities, consultation, communications  
 Manage European Financial Operation  
 Other operating costs

**Fee \$45,000**

### Operating Budget:

Trade Events, Exhibits, Promotions, Special Projects:

<u>Activity</u>	<u>actual cost</u>	<u>expenses</u>	<u>co-ord. svc.</u>	
World Travel Market	0	\$ 1000	\$ 2,000	\$ 3,000
Pow Wow	0	\$ 1350	\$ 3,500	\$ 4,850
Manchester Con/Trade	\$ 3,500	\$ 1000	\$ 2,000	\$ 6,500
Adventure Show	\$ 4,000	\$ 1000	\$ 2,000	\$ 7,000
Tour America Show	\$ 2,000	\$ 800	\$ 1,000	\$ 3,800
ITEX Luxury Travel Show	\$ 3,000	\$ 1000	\$ 2,000	\$ 6,000
Irish Tour Operator Promo	\$ 240	\$ 500	\$ 1,000	\$ 1,740
Southern Tour Op Promo	\$ 270	\$ 150	\$ 1,000	\$ 1,420
Northern Tour Op Promo	\$ 250	\$ 150	\$ 1,000	\$ 1,400
Co-op trade events	\$ 1,600	\$ 800	\$ 1,200	\$ 3,600
Sales News Update	\$ 8,000	\$ 0	\$ 2,000	\$10,000
Resources				\$11,740
<b>Sub-total</b>				<b>\$ 61,050</b>

**Total United Kingdom Budget**

**\$106,050**

**Germany (Switzerland, Austria)**

**Basic Services Provided**

Maintain Florida Keys dedicated Phone/Fax line (+49 221 2336 451/450)  
 Personnel, administration, office facilities, consultation, communication  
 Answer calls from consumers and trade professionals  
 Arrange fulfillment through fulfillment house (Presse & Touristikdienst Nentwich)  
 Act as resource by providing support for trade professionals  
 Liaise with Visit Florida office in Paris  
 Maintain strong alliance with Visit USA Committee  
 Liaise with McCluskey & Associates Public Relations  
 Advise TDC on market trends, Monthly Sales Reports  
 Work on set up of niche products (*weddings, diving, gay & lesbian, condos*)  
 Misc. operating costs

**Basic Fee** **\$ 23,000**

**Operating Budget**

	<u>Costs</u>	<u>Fee</u>	<u>Total</u>
<b>1) Consumer Travel Shows/ Trade Shows (brochure distribution)</b>			
<b><u>via Visit USA:</u></b>			
Cologne (with Visit USA; Dec 03-05, 2004)	\$ 700	150	850
Stuttgart (with Visit USA; Jan 15-23, 2005)	\$ 700	150	850
Munich (with Visit USA; Feb 19-23, 2005) (covers registration)	\$ 700	150	850
<b><u>via Visit USA Switzerland:</u></b>			
TTW Montreux – Trade Show in Oct. 2004) (covers registration)	\$ 150	150	300
	\$		2,850
<b>2) Specialized Shows: Booth &amp; Assistance</b>			
ITB 2005, Berlin: Appointment Scheduling, Booth Assist.	\$ 2,000	3,000	5,000
Gay Pride, Cologne: July 2005	\$ 1,250	500	1,750
Gay Pride, Munich: July 2005	\$ 1,250	500	1,750
Gay Pride, Berlin: July 2005	\$ 1,250	500	1,750
	\$		10,250
<b>3) Travel Trade Trainings</b>			
<b><u>Visit Florida Roadshow on April 11-15, 2005:</u></b>			
Roadshow going to MUC, STR, DUS (covers registration, coordination, travel)	\$3,000	2,000	5,000
<b>1 x VUSA Breakfast Seminar:</b>			
Presentation incl. brochure distribution (2005) (covers registration, coordination, travel)	\$750	650	1,400
	\$		6,400
	<u>Costs</u>	<u>Fee</u>	<u>Total</u>
<b>4) FL Keys Newsletter</b>			
- Production of FL Keys Sales Trade Update	\$ 3,500	500	4,000

Monroe County Tourist Development Council 2004-2005 Marketing Plan

- Translation of Newsletter	\$ 2,000		2,000
- Direct Mailing of Newsletter with Trade Partners	\$ 4,000	500	4,500
	\$		<b>10,500</b>

**5) FAM TOURS** (Incentive Fam in Oct. 2004)      \$500      2,000      **2,500**

**6) Trade Partner Coop**      **7,500**

**7) Product Inventory**      **2,500**

**8) Office Resources**      **2,500**

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**Total Operating Budget**      \$      **45,000**

**Total Basic Services**      \$      **23,000**

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<b>Total Germany (Switzerland, Austria) Budget</b>	<b>\$</b>	<b>68,000</b>
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## **Memberships**

American Society of Travel Agents (ASTA)	\$ 465
Hospitality Sales & Marketing Association International	\$1,060
International Travel Services Association (ITSA)	\$ 410
Travel Industry Association of America (TIA)	\$2,100
International Gay and Lesbian Travel Association (IGLTA)	\$ 200
Visit USA Belgium/Luxembourg	\$ 650
Visit USA France	\$1,100
Visit USA Netherlands	\$ 700
Visit USA Norway	\$ 300
Visit USA United Kingdom	\$ 550
Visit USA Germany	\$1,300
Visit USA Italy	\$ 650
Visit USA Sweden	\$ 800
Receptive Services Assn	\$ 385
Meeting Planners International	\$ 300
Association Forum of Chicago	\$ 325
Florida Society of Assoc Exec	\$ 175
Tallahassee Society of Assoc Exec	\$ 75
International Association of Convention/Visitor Bureaus (IACVB)	\$2,500
National Tour Association	\$ 525
American Bus Association	\$ 475
Resources	\$ 2,455
<b>Total Memberships</b>	<b>\$17,500</b>

## **Measurability**

Group leads follow up from hotels, i.e. room nights, number of pax, lost business (if so, why).

Monthly reports from offices in UK and Germany reflecting trade and consumer inquiries and fulfillment data.

Annual UK and German market reports.

Annual Sales & Marketing Property Survey reflecting:

- Level of travel agent business

- Length of stay

- Market segment mix, i.e. domestic, foreign, corporate/group, leisure/group tour, etc.

- Geographical market trends

Post show evaluation to industry partners: Indicating feedback with regards to booking activity and inquiries as a result of show or sales call participation.

Tour Operator Reports: Current product selling trends within destination.

Fam Surveys: Indicating travel agent, tour operator or meeting planner feedback in regards to booking activity as a result of visit to destination.

Monitor visitor profile survey indicating travel trends in different market mixes.

## **BUDGET**

Promotional Activities	\$ 136,350
Travel Expenses	\$ 110,000
Postage/Phone/Xerox	\$ 30,000
Memberships	\$ 17,500
Entertainment	\$ 7,500
Resources	\$ 48,650
Cellet	\$174,050
Sales Staff	\$229,500
Part Time Staff	\$ 23,000
<b>TOTAL LINE ITEMS</b>	<b>\$776,550</b>

## **K. Public Relations**

The Florida Keys & Key West public relations plan is designed to create and take advantage of editorial and promotional venues. Results achieved utilizing public relations techniques offer credibility that tends to be measured higher than most marketing promotions. The media is the lifeblood of effective public relations.

The essential elements of the public relations campaign is message development and positioning strategy; media analysis and relations; development of contributed news articles; editorial calendar development; media research; and crisis management communication.

Stuart Newman Associates (SNA), and McCluskey & Associates and its affiliates have been successful in securing media exposure for the Keys valued at many times the TDC's PR promotional budget. The agencies target their public relations efforts to ensure a comprehensive marketing approach with the other elements of the Marketing Plan.

Both agencies will maintain emphasis on cultural tourism and Eco-tourism in all phases of the public relations program. In 2004-'05, there will be added emphasis on Geo-tourism, with continued focus on Gay and Lesbian markets, wedding/honeymoon, and the launch of a public relations-oriented e-marketing program for all market segments.

The following proposal outlines a public relations, publicity and promotion campaign for the fiscal year beginning October 1, 2004.

### **Objectives**

1. Implement public relations techniques to attract new visitors and motivate previous visitors to return to the Florida Keys.
2. Promote awareness of and bolster the destination's image as a vacation venue that provides cultural/heritage tourism offerings in both domestic and international markets.
3. To promote international, national and statewide awareness and image of the Florida Keys & Key West as an Eco-tourism destination.
4. Promote awareness and image of Florida Keys special events and attractions.
5. To provide cooperative opportunities to the tourism industry for media familiarization trips.
6. To enhance the diversity of multicultural awareness of the destination.
7. To provide media information and editorial to the official website.
8. To support TDC sales efforts at select trade shows that attract media.
9. To promote awareness and image of specialty markets
10. Implement a PR crisis management program during significant emergency situations.

## Goals

1. Develop separate domestic media familiarization trips on art and history; soft-adventure excursion; animal rescuers of the Keys and Keys cuisine.
2. Organize a Keys media angling research trip for members of the Metropolitan New York Outdoor Writers Association.
3. Organize a media event or a series of pre- or post-convention research trips for journalists covering the November 2004 Association of British Travel Agents convention in Orlando.
4. Develop special PR program to highlight the 20<sup>th</sup> anniversary of the discovery of the "main pile" of the Atocha off Key West.
5. Develop two dedicated consumer glossy features in major U.K. publications.
6. Develop four UK/European group press trips concentrating on family travel, eco-tourism, culture and heritage.
7. Organize a major promotion with Britain's GMTV, the region's top breakfast television show.
8. Develop new PR releases and domestic and international research tours to target multicultural-oriented travel publications.
9. Produce and distribute a monthly electronic newsletter to opt-in users of website.
10. Develop a PR program for two "Own a City" campaigns for St. Louis and Raleigh/Durham.
11. Organize a Keys-based radio remote broadcast for appropriate one appropriate market station in New York and one in Atlanta.
12. Produce a new gay press kit with new editorial and photography.
13. Organize a combination international and domestic gay media fam trip, focusing on unique lodging, attractions, and events.
14. Develop a qualifying event in the Keys for ESPN's Great Outdoor Games.
15. Produce a Keys section for Visit Florida's quarterly newsletter for Japan.
16. Increase the number of travel writer articles.



## **The Public Relations Program – Domestic Overview**

The agency will continue to execute a "generic" public relations program for the Florida Keys & Key West, taking advantage of spontaneous as well as scheduled opportunities. The generic program will include updating and creating general travel releases distributed via the Florida Keys & Key West media kit and website. The domestic program will also include Group Media Research trips and individual travel writers to the destination as well as researching, writing and distributing specialized travel releases to targeted publications.

Emphasis will be placed on creating spot news stories that provide strong travel awareness benefits for the destination for distribution to mainstream, regional, national and even international print, broadcast and Internet venues. These spot stories may cover indigenous special events or arise out of unforeseen circumstances that provide opportunities for positive reflection on the destination.

For distribution, agencies utilize extensive, continually updated databases. Currently, more than 4,500 records are kept on journalists in the United States, Canada, Central and South America, the Caribbean, United Kingdom and other European countries. Virtually all words and picture distribution is accomplished electronically either via electronic mail, or transmitting to wire service computer systems.

### **IMPLEMENTATION**

Stuart Newman Associates will center its media relations efforts around cultural, heritage and soft-adventure themes. All travel media relations projects feature a significant marketing effort to publicize the Keys toll-free number and website providing a call to action.

#### **Group Media Research Trips**

The agency coordinates and personally supervises group media movements to the Keys. Some trips are in conjunction with our U.K./European agency, some with Visit Florida, a few with private industry and others are initiated by the agency. Group media research trips coordinated by the agency are escorted by at least one member of the account team and usually take place over a three to six-day period. In the issuance of invitations for media research trips, a detailed screening process is observed to ensure participation from qualified journalists.

The agency continues to look for opportunities to co-op group familiarization trips either with a complementary destination CVB or private sector travel or outdoors-related industry.

From a budgetary standpoint, the agency will continue to allocate TDC funds for media air travel when needed. This is crucial for the Visiting Journalist program as complimentary air travel, provided by airlines, is not available due to budget cutbacks. Of course, agencies seek the lowest possible airfares available.

*Art and History of the Keys:* This media trip focuses on the Florida Keys' historical and artistic richness. It will be timed for February to allow participating journalists to experience the Pigeon Key Arts Festival, the Art in the Park outdoor sculpture exhibition at Fort Zachary Taylor and a performance by the Key West Symphony at the Tennessee Williams Theatre — with opportunities to interview artists and performers and observe them at work.

Participating journalists also will visit Islamorada's Rain Barrel and the Stacie Krupa Gallery, kayak the backcountry with acclaimed photographer Bill Keogh, take a bicycle art tour of Key West incorporating visits to galleries and working artists' studios take a literary walking tour led by a noted writer, expand their own creativity through a hands-on painting session, and experience the street theater and street artists of Key West's famed Sunset Celebration.

Rather than focus solely on arts media, the trip will be open to journalists from a blend of mainstream, straight and gay, cultural and newspaper publications. Significant free time and individual assistance will be provided to allow the development of a wide variety of stories.

The trip will also spotlight the Keys diverse historic and museum attractions. Included are, but not limited to the Hemingway House, the Florida Keys Natural History Museum at Crane Point Hammock, the Mel Fisher Maritime Museum, Fort Jefferson, Lignumvitae Key and Indian Key.

*Aquatic Adventures (Soft-Adventure Excursion):* This media trip allows journalists to experience the Florida Keys through easygoing water-related adventures. The trip should be geared to outdoor writers and those who write about family-oriented activities and/or educational vacations. Participating journalists will dive or snorkel at John Pennekamp State Park and visit the Christ of the Deep statue; bonefish with an Islamorada guide; participate in a Middle Keys stone crabbing trip with commercial fisherman; kayak the Lower Keys' back country and snorkel at Looe Key; and take a day trip to Fort Jefferson in the Dry Tortugas, incorporating swimming and bird watching as well as a tour of the majestic fort.

*Animal Rescuers of the Keys:* Throughout the Florida Keys, dedicated staff and volunteers are devoting their lives to caring for indigenous birds and marine mammals in facilities open to the public. This press trip will allow outdoor, environmental and adventure journalists to discover the environmental richness and eco-responsible community that characterize the Florida Keys.

The focus will be on educational tours of the animal rescue facilities, led by their founders and/or senior staff, highlighting both the wildlife cared for and opportunities for visitors to volunteer. Facilities will include Key Largo's Wild Bird Center, Theater of the Sea (where participants will experience a "trainer for the day" course) the Dolphin Research Center (where participants will swim with dolphins), Marathon's Turtle Hospital, and Summerland's Mote Marine Laboratory. Journalists will also tour the Key Deer Sanctuary and kayak in the Lower Keys' backcountry.

In Key West, journalists will tour Reef Relief's new Reef World, travel to the dolphin playground to view dolphins in the wild, visit the Key West branch of Suncoast Seabird Sanctuary, and attend a reception at the extraordinary Butterfly and Nature Conservatory.

Accommodations for this trip will focus on small, independently-owned properties throughout the Florida Keys, including the Hidden Harbor property affiliated with the Turtle Hospital, rather than the large resorts.

*Flavors of the Keys:* This trip for food and travel writers will capitalize on the Florida Keys' emergence as a culinary destination. It will be timed to coincide with the Marathon Seafood Festival in March, and be targeted to both straight and gay journalists.

Journalists will dine at selected restaurants throughout the Keys, meet with the chefs and learn about their specialties and secrets. They'll even attend a cooking class in Key West, where they will learn to prepare indigenous dishes such as conch fritters and Key lime pie. Highlights will include lunch or dinner experiences at high-end eateries, a stone crabbing trip in Marathon followed by a stone crab lunch, and meals in fun and funky places the Keys are famous for.

As well as dining, journalists will explore attractions that contribute to the overall flavor of the Keys, visit galleries whose artists specialize in food art, and take the guided Cuban Heritage Trail in Key West to learn about the Cuban influence that flavors so much of the Keys' cuisine.

*Metropolitan New York Outdoor Writers Association:* The agency has worked with this group five times with exceptional results in such publications as "Outdoor Life," "Field and Stream," "New York Daily News," "Newark Star-Ledger" and the "New York Times." These are experienced angler/writers whose sole focus is on sportfishing. This project was to occur in 2004, but was postponed at the request of organizers. The agency envisions this project for Islamorada.

### **"Own a City" Campaigns**

This year, in conjunction with the advertising agency and TDC sales, the agency aims to develop two "Own a City" campaigns where an emerging market is saturated with the Florida Keys message during a short time period. The agency would effort to penetrate media venues including the market's newspaper travel or feature section as well as broadcast and Internet venues. Unconventional communications, such as direct messaging to area school children or a retail chain, would be explored as well.

### **Radio Remote Broadcasts and Promotions**

Because the 2004 "Own a City" remote, promotion and contest were so well received in the Louisville market, the agency is exploring additional radio remote broadcasts, promotions and contests in strong secondary markets.

These will be planned to coincide with special events that take place during and just after the broadcasts in the Keys. For example, Nashville is an American Airlines hub; a Nashville promotion could be planned in May just prior to the Key West Songwriters' Festival and Marathon Offshore Grand Prix; a promotion and remote with an Atlanta sports station could coincide with a significant Redbone fishing tournament.

In addition, promotions and remote broadcasts also could be explored with Charlotte, N.C.; selected cities in Texas; and New York City in conjunction with chosen events.

### **Individual Media Research Trips**

The agency works with domestic media representatives on an individual basis; creating and arranging custom story-gathering media research trips. The agency stands by, ready to provide needed support. This can range from simply providing reporters a media kit to personally accompanying press representatives while in the destination. Those journalists and media outlets unknown to the agency that request complimentary or reduced-rate accommodations and other services are researched and qualified by the agency and its affiliates.

### **Other Media Research Trips**

The agency works with Visit Florida, other Florida TDCs and other organizations in conducting joint-venture media research trips as defined by their marketing plans.

### **Website**

The PR agency manages two sections of the Keys Web site.

The first, general destination news, a/k/a Newsflash, is geared to the public. This covers all aspects of the destination ranging from cultural and special events to fishing tournaments to spot news opportunities.

Material for generic sections of the website is provided to focus on the history of each district, the artists and writers who have found creative inspiration in each district, and mini-profiles of some of the colorful characters who inhabit each district.

In 2004-'05, a monthly e-newsletter will be produced in conjunction with floridakeys.com to provide vacation news to Keys Web visitors who opt in to receive additional information.

The second section of the website is specifically produced for media representatives. Use of the World Wide Web has grown exponentially during the past several years and has finally become a staple tool for newsrooms. Continued efforts are made to upgrade the media center of the website with the addition of more releases and photography with a continued eye to eventual broadcast-quality video clip distribution.

### **Electronic Distribution of Media Materials**

The agency has shifted all domestic news release and picture dissemination to electronic mail, not only providing greater cost-effectiveness, but also resulting in speedier communications. The agency continues to use and research new, Internet-based release distribution systems. The agency is examining venues to move broadcast-quality video in this manner as well.

### **Videotape Library**

The agency maintains a videotape library that includes generic offerings, special events and a separate cultural and heritage B-roll reel that provide excellent visuals for television production. Through contacts with travel and general media, editorially oriented Keys videography continues to increase television story placement opportunities.

### **News Releases**

Agency plans to research and distribute domestic releases to appropriate media focusing on the following topics in 2004-'05: At least four "What's New in the Keys," featuring new tourism offerings and seasonal packages; a 2004 calendar of events; and a number of generic releases focusing on cultural and heritage opportunities. The "What's New" releases continue to provide the best opportunities for coverage of news that specifically relate to the Keys private sector.

As well as ongoing coverage of annual events, festivals, fishing tournaments and activities throughout the Keys, the following news releases will be scheduled for creation and distribution during the 2004-2005 year.

*Top Ten Dive Sites of the Florida Keys:* To be chosen in coordination with the Dive Umbrella)

*Fishing the Florida Keys:* From backcountry to deep sea, an overview to be written with input from the Fishing Umbrella.

*Florida Keys Musical Medley* that is to include all local musical organizations including Island Opera, Keys Community Concert Band, the Key West Pops, Key West Symphony, etc.

*Drama in Paradise* to be released in November showcasing the season's offerings from all theater groups in the Keys.

*Heroes, Hellions and Heritage* is an overview of the colorful history of the Florida Keys.

*A Kaleidoscope of Celebrations* (to be released in September or October showcasing the year's calendar of festivals throughout the Keys)

*Decades of Diversity Characterize Key West*, a historic perspective of the diverse and accepting nature of Key West for the gay market.

### **Spot News**

In past years, the focus of press coverage has been on the activities occurring during each festival and special event. Upcoming coverage of events will continue to be strong, but will have a greater focus on the historic and cultural elements inherent in the events.

For example, an Old Island Days release could incorporate a brief overview of the historic preservation movement in Key West, and information about the prevailing architectural styles. A release on the Marathon Seafood Festival could feature a section about the colorful history of commercial fishing in the Keys. An additional release on the Key West Literary Seminar could highlight the seminar's history and the notable writers who have participated in panels and presentations over the years, as well as touch on the literary history of Key West.

Similarly, releases will delve more deeply into the cultural aspects of each festival or special event. Most events have a strong cultural or artistic component, and these will be emphasized in news releases, press kits and broadcast coverage.

Another goal of both print and broadcast coverage is to provide additional color to events and festivals by placing increased emphasis on the individuals and personalities involved in them — for example, getting a quote about the unique aspects of the Pigeon Key Art Festival from an artist who has participated for many years; getting quotes about Key West's diversity from a drag queen contender in the Great Conch Republic Drag Race; including strategies for winning a fishing tournament from the event's defending champion.

While we generally provide comprehensive coverage on the current year's events, going deeper into their backgrounds — by offering a richer cultural context and history for each event — should spark increased media interest.

### **Travel Trade Public Relations**

The agency strives for placement of Florida Keys news items in travel trade publications. At least four times annually it surveys hotel associations, chambers of commerce and other sources for tourism infrastructure improvements that provide meaningful news. Results are distributed to appropriate travel trade sources.

Stories regarding major Keys events are rewritten for travel trade publications and the agency attempts to maintain high awareness of the TDC's sales and marketing staff.

The agency also plans on-site public relations support of TDC sales efforts including but not limited to Discover America International Pow Wow, World Travel Market and ITB.

The agency invites and coordinates Keys itineraries for visiting domestic and international travel trade journalists.

### **Local PR Support**

The agency contracts with a correspondent in the Upper/Mid Keys and its account executive is based in Key West, providing onsite support for the Lower Keys and Key West.

These in-Keys personnel enhance story-material gathering, provide personalized assistance to journalists (i.e., providing story ideas and setting up interviews), cover local and spot news events, attend District Advisory Council meetings and umbrella conclaves and assist in other important aspects of the public relations plan.

### **Special Events**

Special events play a major role in the Tourist Development Council's public relations plan. Besides providing a "draw" for visitors, many events are creative, indigenous to the Florida Keys and are proven vehicles that attract media attention. Allotment of time is based on each event's uniqueness and ability to serve as a draw for overnight visitors or to bolster the awareness of the destination from a cultural and heritage perspective. A line-item in the expense budget provides PR expenses for indigenous and PR-worthy Keys events that lack appropriate support funds.

PR efforts will be emphasized on events that incorporate historical and cultural elements — thereby continuing to support and showcase the Keys' rich history and cultural environment.

### **Broadcast Support**

The agency has allocated funds to provide discretionary support for radio and television points planning to execute live or taped broadcasts from the Keys. In the past, these have included such shows as "Good Morning America," CBS's "The Morning Show," PBS, ESPN and other national and regional programs.

The agency will continue seeking various national cable television shows to focus on Keys cultural and heritage topics.

### **Collaboration With Other Industry Professionals**

The agency assists and consults with public relations directors and firms that represent private resorts and attractions in the Florida Keys & Key West. Our liaisons, which have proven beneficial to the Keys in the past, also include public relations contacts at the Visit USA offices, Visit Florida and other tourist development councils and tourism boards as well as colleagues at airlines and cruise lines serving the Keys. Account Supervisor Andy Newman is a member of Visit Florida's marketing steering committee, providing the Keys additional input resources for state marketing.

### **Representation at Journalist Conferences**

SNA is one of only 10 agencies nationally with two members in the influential Society of American Travel Writers. The agency traditionally represents the Keys at one regional conference and at the national convention. The agency also executes exclusive Keys representation at the annual Florida Outdoor Writers Association Conference and Outdoor Writers of America Convention.

### **Cooperative Promotions**

To further stretch the PR budget, both agencies will continue to seek appropriate private-sector partners for promotions such as media familiarization tours. Agencies also seek other compatible Florida destinations to cooperate with fairs and promotional projects organized in key markets.

### **Media Blitzes**

Agency will participate with Visit Florida in joint media blitzes and receptions in markets they plan to feature in 2004-'05.

### **District Programs**

The agency's liaisons in the Upper/Middle Keys and Lower Keys/Key West help identify and produce specific area features and assist in moving journalists on individual story-gathering research missions.

### **Umbrella Programs**

The agency will provide public relations support, as needed, to fishing, cultural and dive umbrellas. Separate public relations expense funding is delineated in the umbrellas' respective budgets to promote events and each specialty market.

### **Gay/Lesbian Market Public Relations**

The Florida Keys and particularly Key West have been leaders in creating a top-of-mind awareness — critical to any destination hoping to benefit from the spending that the United States' lesbian, gay, bisexual and transgendered (LGBT) domestic travel market represents.

Many destinations are copying past efforts of the Florida Keys & Key West, and are fueled by funds from city, county, state, and (in Europe and Canada) provincial and government tourism offices. The TDC has managed to maintain an extremely high profile for the destination in the gay and lesbian tourism market. It is crucial to maintain and grow this profile.

The agency contracts with Key West-based, Gay/Lesbian marketing specialist to provide media relations support for this market segment.

The PR program emphasizes the unique quality of the destination to the gay and lesbian market domestically and internationally, focusing on the overall acceptance of gay and lesbian visitors and the ways they blend into the community. Secondly, is the featuring of the unique style of accommodations available to gay visitors, as well as activities which indigenous to the destination including gay snorkel trips, sunset sailing, culture and art, and fine dining.

Because the agency feels that the destination is well established in mind presence of domestic and primary international markets, in 2004-'05 there will be less emphasis on media development at travel shows and more efforts made to host visiting journalists. However, the specialist will continue representing the Keys at the National Lesbian and Gay Journalist Association convention.

At least one international and domestic gay media group trip will be staged focusing on unique lodging, attractions, events and the gay influence in the Keys and Key West. Additional efforts are to focus on individual media research sojourns.

The gay/lesbian specialist will also endeavor to arrange media presence at events including PrideFest, New Year's Eve, Womenfest, and the new Oktoberfest in December. And additional focuses are to include attracting domestic and international gay and mainstream television shows to the Keys to highlight the destination and offerings that appeal to both gay and mainstream visitors.

Finally, the Key West gay/lesbian press kit is to be revamped with story revisions and new photography.

#### **PR Activity for Keys Tourism Industry**

The agency will continue to produce an as-needed PR Alert, to inform hoteliers and other industry members of public relations opportunities. The PR Alert is electronically distributed. The agency also distributes tourism advisories to the Keys Tourism Industry.

Agency frequently conducts presentations at Keys industry organizations to demonstrate how individual Keys businesses can tie in with TDC PR programs as well as incorporate public relations into their own business marketing plans

#### **Crisis Management**

Perhaps there is no better test of a communications plan than when a destination is directly hit or threatened by a crisis.

An existing, updated Hurricane Emergency Plan, which integrates the Keys tourism industry and community leaders, serves as a guideline in the event of a storm or other occurrence. Annually, the agency updates the plan and organizes a media blitz with and for the Monroe County Emergency Management Office.

In all situations, a relationship fostered with Monroe County Emergency Management provide dividends for the TDC, the industry and the visitor, and helped efforts to achieve a speedy economic recovery.

For 2004-'05, the agency again plans to attend the annual Governor's Conference on Hurricanes. The annual conference has a series of workshops and networking opportunities providing opportunities to gain additional communication skills and resources with local, state and federal officials. In addition, account supervisor Andy Newman has conducted a hurricane preparedness workshop for tourism interest at four past Governor conferences.



The agency has established a fax-blast network, voice-call alert system and e-mail transmission list to provide Keys properties and tourism interests important information in the event of any emergency. To better aid the visitor and the Keys tourism industry, the agency seeks additional means to streamline communications to provide accurate information to properties and media.

Because advance planning is key to alleviating crisis situations, the agency – on behalf of the TDC – works in conjunction with the Lodging Association of the Florida Keys & Key West to organize a pre-hurricane season preparedness workshop for the tourism industry.

The agency maintains excellent relationships with Monroe County law enforcement organizations to provide constant information interchange and coordinated responses to situations that might impact tourism flow.

Crisis management may be needed in situations that involve major traffic accidents, fires, environmental accidents and sometimes negative media coverage.

## **International Public Relations Programs**

### **United Kingdom and Europe**

The UK is now firmly established as the largest overseas source market for travel to the United States. A monthly increase in December 2003 to 361,000 United Kingdom arrivals, gave an annual total of 3,936,000 visitors, +3.1 percent more than 2002.

While the worldwide monthly arrivals for December marked an overall return of travelers to the USA, it was the UK that led the way throughout 2003. The final 2003 figure is also very close to the 2001 level and it is now very likely that the UK will be the first major market to return to the visitor volumes achieved pre 9/11. It is important therefore that the Florida Keys & Key West continues to focus on the UK market, and strengthens its high profile media campaign still further.

- Florida continues to be within the top ten destinations for overseas travel out of the UK.
- Tour operator support of Florida is good.
- There is strong consumer knowledge of the USA.

Travel has become to be seen more as a necessity rather than a luxury; consumers are increasingly taking short and more frequent holidays overseas.

Against this positive background, the British travel market is becoming even more intensely competitive. As an example, figures released by the Nielsen Media Research System indicate that international destinations have increased their spending in the British market significantly.

Against this background it is even more imperative that the Florida Keys maximize its third party endorsement through effective media coverage.

Another concern is the growing issue of visitors now needing to have either a biometric passport or visa. There has been a high level of adverse publicity about the changing rules and regulations, with some tour operators predicting that business could slump by 30 percent as a consequence – a bigger fall than occurred immediately after 9-11.

The new Homeland Security guidelines are an added public relations task for the destination as well as Visit Florida and the entire United States travel industry.

### **Germany**

The total number of German visitors to the United States remained static in 2003. The German economy is still weak, and consumer confidence is relatively low. As stated last year, potentially, Germany could be a much larger source market to the Florida Keys & Key West. Again, our target market segments will be high yield, niche audiences. Particular emphasis throughout the year will also be given to promoting cultural/heritage aspects of the destination, as well as further targeting the popular eco-tourism, events and gay travel.

### **Scandinavia**

We are extremely pleased with the results of the media campaign in Scandinavia, especially for the relatively small investment made in this market. Overall, visitor numbers to the US from Sweden grew by 3.5 percent in 2003, albeit on a relatively small base. We would like to do more in the Scandinavian market, and will investigate other opportunities – budget permitting.

### **France**

The French market continued to decline substantially in 2003 – with visitor arrivals down more than six percent. It is unlikely the French market will recover significantly in 2004-2005.

Nonetheless, there is currently a strong media program in place in France, particularly aimed at niche romance, honeymoon, culture and couples market segments. Since it is the third largest source market for the US, we recommend maintaining our current level of activity.

### **Visiting Journalist Program**

The Visiting Journalist Program (VJP) will continue to play an integral and essential role in the development of the Florida Keys & Key West's profile. This will be maintained both through an on-going program of group press trips and individual visiting journalists in each of the four European markets.

Plans include:

- At least two dedicated consumer glossy features for each of the niche markets – Family (Junior, Good Housekeeping); Gourmet Keys (Food & Travel, Waitrose Food Illustrated); Gay (Attitude, QX Magazine); Soft Adventure (Wanderlust, Women's Health)
- Regional coverage by securing a visiting journalist from [www.thisistravel.co.uk](http://www.thisistravel.co.uk) to write a syndicated feature to cover many of the UK's regional publications.
- Organize one UK press trip with a focus on family travel.
- Liaise with the appropriate office's in Germany and France to arrange one group trip for each market. Continental Europe group trips will focus on 'Gourmet Keys', culture and soft adventure.
- Organize one group trip from Scandinavia generally touching on the variety of activities that the Florida Keys has to offer.

### **Broadcast Media**

- Secure coverage on one of the UK's prime time terrestrial travel programs such as BBC Holiday 2004-'05 or ITV's How to Holiday to cover the Keys from a family holiday viewpoint, including soft adventure and gourmet Keys.
- Pitch in ideas to secure a UK celebrity chef to film a culinary-based program from the Keys. (Saturday Kitchen – BBC 2)
- One German TV travel program - ZDF Reiselust, Fernweh or Nix Wie Raus. Focusing on soft adventure such as diving, sportfishing and kayaking in the Keys, and Key West.

### **Promotions**

- Agency to secure a promotion with GMTV to run for a week. The competition will air every morning for five days and feature footage of the Florida Keys & Key West.
- Produce a series of outside radio broadcasts from the Keys with interviews and audio aiming to achieve between 40 to 50 items of coverage giving a general overview of the Florida Keys but focusing on an event such as Hemingway Days.
- Gay promotion in the Gay Times partnering with major gay tour operator Man Around to provide a holiday to Key West to coincide with PrideFest in June.

### **Events**

- Arrange a breakfast function for all media on the Monday of WTM 2004 and at ITB 2005.
- Pinpoint an appropriate date for Andy Newman to visit the UK on a media mission and arrange the appropriate media appointments to build upon the Florida's Keys relationship with key media.
- Provide staff support for a Florida Keys table during 'See America' week and actively encourage journalists to visit the Florida Keys.
- Coordinate with Visit Florida during the ABTA Convention in Orlando in November with the intention of securing journalists to visit the Keys following the Convention or stage an event.

### **Travel Trade Media**

UK/European agency will continue to communicate with Cellet to keep abreast of all activities taking place with trade partners supporting the Florida Keys. In turn agency will regularly communicate key messages to the travel trade media by exercising the following activities:

- Create PR opportunities around possible sales staff mission in Manchester in November for the launch of the American Airlines flight from Manchester to Miami.
- Creating regular news stories with new product, airline and tour operator updates.
- Continually monitoring trade publications features lists to take advantage of opportunities for the Florida Keys.
- Arrange regular meetings with the news and features editorial staff of the major publications (Travel Weekly and Travel Trade Gazette), as well as the freelance writers who specialize in the USA.

### **Website/e-marketing**

The 2004-'05 program will focus on further inclusion in electronic marketing. The UK is further advanced than continental Europe in savvy marketing through these fields, however collectively Europe still falls behind USA.

- Agency plans to develop foreign language components of the media website.
- In addition, agency will endeavor to distribute more press releases and information via e-mail to media.
- McCluskey International will investigate opportunities with relevant websites to create opportunities to create links to the Florida Keys website increasing traffic to [www.fla-keys.com](http://www.fla-keys.com).
- Target specific internet sites for editorial and competitions in the niche markets including- Family Travel ([www.mumsnet.com](http://www.mumsnet.com), [www.handbag.com](http://www.handbag.com), [www.ivillage.co.uk](http://www.ivillage.co.uk)); Gay ([www.gay.com](http://www.gay.com), [www.gaywired.com](http://www.gaywired.com))

#### **Newsletter 2004-'05**

If desired, McCluskey International is prepared to work closely with Cellet (UK sales) to research, write and compile the annual Florida Keys & Key West newsletter to be distributed to both trade and media.

### **Other Foreign Markets**

#### **Latin America**

The agency plans to participate in the La Cumbre de Turismo travel trade show. La Cumbre traditionally attracts nearly 100 journalists from throughout Latin America and the United States. The agency will continue on-site PR support at Travel Industry of America's Pow Wow. Pow Wow attracts a significant number of Latin American journalists and is a very important event that brings together more than 300 foreign travel journalists.

#### **Japan**

Agency will continue to utilize Travel South public relations professional as a media conduit for the intermittent distribution of Keys information as well as a clearinghouse for media visits. The agency will produce a half-page feature for a quarterly Visit Florida electronic newsletter for Japanese markets.

#### **MEASURABILITY**

The agency contracts with a national clipping service to monitor public relations efforts. Rather than producing volumes of clip books, the agency now showcases original clips at TDC meetings to inform the council of results. The agency will provide the TDC with analysis of various media projects to provide dollar value of coverage received. Although comparative costs can be achieved, based on media rate cards for time and space, it is difficult to assess the value of increased credibility and readability editorial materials generally garner.

**Preliminary Public Relations Expense Budget for FY' 2004-'05**

Media materials (Media kits, releases, photo reproduction, CDs, etc.).....	\$10,000
Postage and FedEx .....	\$8,000
Electronic Press Release Distribution.....	\$5,000
Media Web Site Development.....	\$2,000
Print clipping and broadcast monitoring services (evaluation process) .....	\$12,000
Japanese Newsletter .....	\$2,000
Special events support (those with inadequate funding) .....	\$80,000
Broadcast support .....	\$65,000
Travel journalist, hurricane conferences.....	\$15,000
Domestic and foreign media research trips (includes allocation for air transportation, food, etc.).....	\$85,000
PR Alert and and miscellaneous in-county .....	\$2,000
Domestic media development missions .....	\$15,000
Spot News Coverage.....	\$61,000
UK/European sub-agency contract, (McCluskey & Associates) .....	\$125,000
UK/European PR expenses.....	\$100,000
GMTV broadcast promotion.....	\$25,000
ABTA convention in Orlando .....	\$10,000
District PR Stringer Program (funded from DAC Third Penny) .....	\$51,000
PR stringer expenses .....	\$10,000
<b>Total Proposed PR Expense Budget for FY 2003-'04 .....</b>	<b>\$683,000</b>

OCTOBER 2004													
GENERAL PR EFFORTS								SPECIAL EVENTS PR EFFORTS					
	Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance / Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage /Results	District/ Umbrella
TDC Regular Meeting						.	.						
DAC Regular Meetings						.	.						
<b>DOMESTIC</b>													
2005 Keys Fishing Tournament Schedule				.				.					ALL/F
A Kaleidoscope of Celebrations Press Release								.					ALL/C
<b>INTERNATIONAL</b>													
Gourmet Keys Roundup Press Release								.					ALL
<b>EVENTS</b>													
Oktoberfest								.				.	II
Indian Key Festival								.		.	.	.	IV/C
Goombay Festival								.			.	.	I/C
Birding & Wildlife Festival								.			.	.	III
Fantasy Fest						.		.	.	.	.	.	I/II
Opening of Stone Crab Season										.	.	.	ALL
Mercury Outboards' Baybone								.				.	V/F
Mercury Outboards' Bonefishing World Champ. /Isla. ALL-Tackle Bonefish Tourn.								.				.	IV/F
Women's World Invitational Fly Championship Bonefish Tournament								.				.	IV/F
Ladies, Let's Go Fishing!								.				.	V/F
Take Stock Backcountry Challenge								.				.	V/F
Action Craft's Annual Owners Tournament								.				.	IV/F

NOVEMBER 2004													
GENERAL PR EFFORTS								SPECIAL EVENTS PR EFFORTS					
	Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting						.	.						
DAC Regular Meetings						.	.						
<b>DOMESTIC</b>													
Assoc of British Travel Agents Media Event	.		.	.									ALL
What's New Winter 2005				.			.	.					ALL
Holiday Boat Parades Press Release								.					ALL
Christmas in the Keys Press Release							.	.					ALL
2005 Calendar of Events				.				.					ALL
Drama in Paradise Press Release					.								ALL-C
<b>INTERNATIONAL</b>													
World Travel Market (UK)	.												ALL
ZDF Reiselust Broadcast Filming				.		.							ALL
What's New Winter '05				.									ALL
<b>EVENTS</b>													
Key West Old Island Days								.					I
Island Jubilee								.					V/C
Key West Offshore World Championship Powerboat Races						.		.	.	.	.	.	I
Corvettes in Paradise								.				.	IV
Pirates in Paradise								.				.	V
Skydive Marathon								.				.	III
Mercury Cheeca/Redbone Celebrity Tournament								.				.	IV/F
George Bush Cheeca Lodge Bonefish Tournament								.		.	.	.	IV/F
Islamorada Sailfish Tournament								.		.	.	.	IV/F
Islamorada Fishing Club Junior Derby								.		.	.	.	IV/F

Special Events Listed Will Require PR funding from event or district

C= Cultural Umbrella, D= Dive Umbrella, F= Fishing Umbrella

DECEMBER 2004													
GENERAL PR EFFORTS								SPECIAL EVENTS PR EFFORTS					
	Media Support	Media Research Firm	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting						.	.						
DAC Regular Meetings						.	.						
<b>DOMESTIC</b>													
<b>INTERNATIONAL</b>													
2005 Calendar of Events				.									ALL
<b>EVENTS</b>													
Lighled Boat Parades								.					ALL
Key West Holiday Parade								.					I
New Year's Celebrations								.		.	.	.	ALL
Annual Island Art Fair								.					II
Old Island Days Holiday House Tours								.		.			I/C
Boy Scout Backbone Tournament								.				.	V/F
Islamorada Junior Sailfish Tournament								.				.	IV/F
Metropolitan South Florida Fishing Tournament Mini-Met								.				.	ALL/F
Captain Don Gurgiolo Sailfish Tournament								.				.	IV/F

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Special Events Listed Will Require PR funding from event or district

C= Cultural Umbrella, D= Dive Umbrella, F= Fishing Umbrella



JANUARY 2005													
GENERAL PR EFFORTS								SPECIAL EVENTS PR EFFORTS					
	Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting							.						
DAC Regular Meetings							.						
<b>DOMESTIC</b>													
Heroes, Hellions and Heritage Press Release								.					
<b>INTERNATIONAL</b>													
Pre-FI Huddle Media Fam		.	.			.							ALL
Romance Package Valentine's Day Press Release								.					ALL
<b>EVENTS</b>													
Old Island Days House & Garden Tours								.					V
Hammocks State Park Lecture Series								.					I
Tradewinds Catamaran Regatta								.					V
Art Under the Oaks								.					IV
Terranova Trading Key W								.					I
Paws for a Cause								.					III
Key West Literary Sem.								.	.	.	.	.	I/C
Tennessee in Key West								.			.	.	I/C
Old Island Days Art Fest								.					I/C
Key West Craft Show								.					I/C
Key Largo Sailfish Chall.								.					I/C
Key West Kingfish Extravaganza								.				.	V/F
Cheeca Presidential Sailfish Tournament								.				.	I/F
Over the Hill Rip Off								.				.	IV/F
Hog's Breath King Mackerel Tournament								.				.	I/F
Islamorada Fishing Club Sailfish Tournament								.				.	IV/F
Islamorada Goes Backcountry Tourney								.				.	IV/F
Swamp Guides Fishing Tournament								.				.	IV/F
Holiday Isle Sailfish Tournament								.				.	IV/F
Heritage Festival								.					I

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FEBRUARY 2005													
GENERAL PR EFFORTS								SPECIAL EVENTS PR EFFORTS					
	Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting						.	.						
DAC Regular Meetings						.	.						
<b>DOMESTIC</b>													
Art and History of the Florida Keys		.				.							ALL
<b>INTERNATIONAL</b>													
French Group Trip			.			.							ALL
Family Keys Round-up Press Release								.					ALL
<b>EVENTS</b>													
Key West Symphony Orchestra Performances								.					I/C
Pigeon Key Art Festival								.					III/C
Old Island Days Art Festival								.					I/C
Art in the Park								.		.		.	I
Islamorada Women's Sailfish Tournament								.		.		.	IV/F
Captain Leon Shell Memorial Billfish Tournament								.		.		.	III/F
Islamorada Fishing Club Kingfish Tournament								.		.		.	IV/F
Islamorada Mackerel Madness													IV/F

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Special Events Listed Will Require PR funding from event or district

C= Cultural Umbrella, D= Dive Umbrella, F= Fishing Umbrella

MARCH 2005													
GENERAL PR EFFORTS								SPECIAL EVENTS PR EFFORTS					
	Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting						•	•						
DAC Regular Meetings						•	•						
<b>DOMESTIC</b>													
What's New Spring 2005				•				•					ALL
<b>INTERNATIONAL</b>													
ITB Berlin	•					•							ALL
TUR	•					•							ALL
German Group Press Trip		•	•			•							ALL
Flavors of the Keys Press Trip		•				•							ALL
GMTV Promotional Project				•		•							ALL
What's New Spring 2005				•									ALL
PrideFest 2005 Press Release								•					I
<b>EVENTS</b>													
Historic Seaport Music Festival								•					I
Conch Shell Blowing Contest								•		•	•	•	I/C
Marathon Seafood Festival								•					III
Del Brown Invitational Permit Tournament								•				•	I/F
Mercury Celebrity Sunset Tarpon Tournament								•				•	III/F
Islamorada All-Tackle Spring Bonefish Tournament								•				•	IV/F
Backbone Lures "Fish 'til you Lose it" Tournament								•				•	IV/F

Special Events Listed Will Require PR funding from event or district

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APRIL 2005													
GENERAL PR EFFORTS								SPECIAL EVENTS PR EFFORTS					
	Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance / Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting						.	.						
DAC Regular Meetings						.	.						
<b>DOMESTIC</b>													
Own a City Campaign	.			.		.							ALL
Top Ten Dive Sites of the Florida Keys Press Release							.						ALL-D
<b>INTERNATIONAL</b>													
Underwater Music Festival Press Release								.					II
Hemingway Days Press Release								.					I
UK Group Press Trip: Family		.	.			.							ALL
<b>EVENTS</b>													
Bay Jam								.				.	V
Earth Day Round Up								.				.	ALL
Seven Mile Bridge Run								.			.	.	III
Taste of Islamorada								.				.	IV
Conch Republic Independence Celebration								.					I
World Sailfish Tournament								.				.	I/F
Key Largo Dolphin, Wahoo & Tuna Tournament								.				.	V/F
Key West Fishing Tournament								.				.	I/F
Key West Classic								.				.	I/F

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Special Events Listed Will Require PR funding from event or district

C= Cultural Umbrella, D= Dive Umbrella, F= Fishing Umbrella

MAY 2005													
GENERAL PR EFFORTS								SPECIAL EVENTS PR EFFORTS					
	Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting						.	.						
DAC Regular Meetings						.	.						
<b>DOMESTIC</b>													
Pow Wow New York	.					.							ALL
Update Hurricane Plan				.									ALL
Metropolitan NY Outdoor Writers' Association				.		.							IV
Decades of Diversity Press Release								.					I
<b>INTERNATIONAL</b>													
U.K. "How to Holiday" Broadcast				.		.							ALL
U.K. Internet Promotion				.									ALL
Wedding and Honeymoon Round-up Press Release								.					ALL
<b>EVENTS</b>													
Barley Bay Festival								.				.	V
Marathon Grand Prix								.				.	III
Ladies Tarpon Tournament								.		.		.	III/F
Marathon Int'l Tarpon Tournament								.				.	III/F
Coconuts Dolphin Tournament								.				.	V/F
Truman Legacy Symposium								.				.	1/C
Key West Songwriters' Festival								.		.			1/C
McDonald's Invitational Tarpon Tournament								.				.	III/F
Dolphin Masters Invitational								.				.	I/F
Cancer Foundation Dolphin Tournament								.				.	II/F

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Special Events Listed Will Require PR funding from event or district

C= Cultural Umbrella, D= Dive Umbrella, F= Fishing Umbrella

JUNE 2005													
GENERAL PR EFFORTS								SPECIAL EVENTS PR EFFORTS					
	Media Support	Media Research Fam	Media Develop. Mission	Special Project	Special Interest Project	PR Rep. Present	PR Report	Advance/ Wrap Release	Press Kit/ Packet	Publicity Photos	Photos and/or Video	Spot Coverage/ Results	District/ Umbrella
TDC Regular Meeting						.	.						
DAC Regular Meetings						.	.						
<b>DOMESTIC</b>													
Hurricane Preparedness Workshop for Tourism Ind.				.		.							ALL
What's New Summer 2005				.									
Domestic and Pan-European Gay Press Trip		.				.							
Fishing the Florida Keys PR								.					ALL/F
NLGJA Media Devel. Session													ALL
<b>INTERNATIONAL</b>													
Coral Spawning PR		.						.					ALL
What's New Summer 2005				.				.					ALL
<b>EVENTS</b>													
Cuban Am. Heritage Fest.								.					I/C
Key West ChickenFest								.		.	.	.	I
PrideFest Key West								.		.	.	.	I
Cancer Foundation Dolphin T								.				.	IV/F
Don Hawley Invitational Tarpon Tournament								.				.	IV/F
Islamorada Fishing Club Dolphin Tournament								.				.	IV/F
Women's World Invitational Tarpon Fly Champ. Series								.				.	IV/F
Big Pine & Lower Keys Dolphin Tournament								.				.	IV/F
Seaguar Gold Cup Tarpon								.				.	IV/F
Cuban American Heritage Fishing Tournament								.				.	I/F
Father's Day Dolphin Derby								.				.	III/F
Key West Gator Club Dolphin Derby								.				.	I/F
Dick Fuhr Memorial Dolphin Tournament								.				.	V/F
Golden Fly Invitational Tarpon Tournament								.				.	IV/F
Burdines Waterfront Dolphin & Blackfin Tuna Tournament								.				.	III/FW
Coconut Cove Resort Dolphin Tournament								.				.	IV/F

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